

ORDER



Orders
Order / Rev: 187327
Alt Order #:
Product Desc: Joe Coors for Congress CO-7
Estimate: 3465
Flight Dates: 10/23/12 - 10/29/12
Original Date / Rev: 10/22/12 / 10/22/12
Order Type: GENERAL

KMGH

Primary AE: David Lombardo
Sales Office: EWSDC
Sales Region: NAT

Agency
Name: American Media Advocacy Group
Buying Contact:
Billing Contact:
 815 Slaters Lane
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Congress/Joe Coors (R)
Demographic: A25-54
Product Codes: PL3-US House Rep
Priority: PREEMPTIBLE
Revenue Codes: POL, POL, CAND

New Business Thru:
Order Separation: 00:05:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	13	\$13,235.00	\$11,249.75
10/29/12	10/29/12	5	\$5,325.00	\$4,526.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	13	\$13,235.00	\$11,249.75	0.00
November 2012	5	\$5,325.00	\$4,526.25	0.00
Totals	18	\$18,560.00	\$15,776.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
David Lombardo			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KMGH	15%	\$18,560.00
Market	100%	\$123,733.33

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBDI	0%	\$0.00
KCEC	0%	\$0.00
KCNC	19%	\$23,509.33
KDEN+	0%	\$0.00
KDVR+	22%	\$27,221.33
KFCT	0%	\$0.00
KMAS	0%	\$0.00
KPXC	0%	\$0.00
KRMA	0%	\$0.00
KRMT	0%	\$0.00
KTFD	0%	\$0.00
KTVB	3%	\$3,712.00
KUSA	38%	\$47,018.67
KWGN	3%	\$3,712.00
KWHD	0%	\$0.00
KZCO	0%	\$0.00

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 Flight Dates: 10/23/12 - 10/29/12

Advertiser: Congress/Joe Coors (R)
 Product Desc: Joe Coors for Congress CO-7
 Estimate: 3465

KMGH

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KMGH	10/23/12	10/26/12	GMA M-F 7-9A / KMGH CA GMA M-F 7-9A	CA	7A-9A - TWTF--	:30	1	\$625.00	P3	0.00	NM	1	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	- TWTF--		1		\$625.00		0.00				
N 2	KMGH	10/28/12	10/28/12	ABC GMA SUN CA GMA SUN	CA	Sun GMA 6A-7A -----S	:30	1	\$300.00	P1	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----S		1		\$300.00		0.00				
N 3	KMGH	10/29/12	10/29/12	GMA M-F 7-9A / KMGH CA GMA M-F 7-9A	CA	7A-9A M-----	:30	1	\$625.00	P3	0.00	NM	1	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	M-----		1		\$625.00		0.00				
N 4	KMGH	10/23/12	10/26/12	Katie M-F 3-4pm CA M-F 3-4pm	CA	3-4pm - TWTF--	:30	4	\$600.00	P2	0.00	NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	- TWTF--		4		\$600.00		0.00				
N 5	KMGH	10/29/12	10/29/12	Katie M-F 3-4pm CA M-F 3-4pm	CA	3-4pm M-----	:30	1	\$600.00	P2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	M-----		1		\$600.00		0.00				
N 6	KMGH	10/23/12	10/26/12	5-530P News M-F/KMGH CA 5-530P News	CA	5P-530P - TWTF--	:30	1	\$1,125.00	P2	0.00	NM	1	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	- TWTF--		1		\$1,125.00		0.00				
N 7	KMGH	10/29/12	10/29/12	5-530P News M-F/KMGH CA 5-530P News	CA	5P-530P M-----	:30	1	\$1,125.00	P2	0.00	NM	1	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	M-----		1		\$1,125.00		0.00				
N 8	KMGH	10/28/12	10/28/12	5pm News Sunday CA 5pm News Sun Local News	CA	5P-6P -----S	:30	1	\$525.00	P3	0.00	NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----S		1		\$525.00		0.00				
N 9	KMGH	10/23/12	10/26/12	630-7P WHEEL (M-F) CA 630-7p WHEEL (M-F)	CA	630-7P - TWTF--	:30	1	\$2,360.00	P2	0.00	NM	1	\$2,360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	- TWTF--		1		\$2,360.00		0.00				
N 10	KMGH	10/29/12	10/29/12	10P NEWS - M-F/SU CA 10P NEWS (M-F/SU)	CA	10P-1037P M-----	:30	1	\$1,500.00	P3	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	M-----		1		\$1,500.00		0.00				
N 11	KMGH	10/23/12	10/26/12	Nightline CA Nightline	CA	1037P-1103P - TWTF--	:30	4	\$1,475.00	P1	0.00	NM	4	\$5,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	- TWTF--		4		\$1,475.00		0.00				
N 12	KMGH	10/29/12	10/29/12	Nightline CA Nightline	CA	1037P-1103P M-----	:30	1	\$1,475.00	P1	0.00	NM	1	\$1,475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	M-----		1		\$1,475.00		0.00				
												Totals	18	\$18,560.00